

Message Text

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PAGE 01 HONG K 04310 160554Z

22

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W

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R 150928Z APR 76

FM AMCONSUL HONG KONG

TO SECSTATE WASHDC 9965

INFO USDOC WASHDC

UNCLAS HONG KONG 4310

E.O. 11652: N/A

TAGS: BEXP, HK

SUBJECT: HONG KONG COUNTRY COMMERCIAL PROGRAM, 3RD QTR. PROGRESS

REPORT

REF: 74 STATE 280182

SUMMARY

THE 1976 CCP IS GENERALLY PROCEEDING ACCORDING TO PLAN. OUR MOST SIGNIFICANT TRADE PROMOTION EVENT IN THIRD QUARTER WAS A TECHNICAL SEMINAR FOR LOCAL ELECTRICAL/ELECTRONICS INDUSTRY. SIGNIFICANT RESOURCES ALSO DEVOTED TO FOLLOW-UP ACTIVITIES FOR FORTNIGHT 75.

END SUMMARY

1. ANNEX B - EIPT EQUIPMENT - TO DATE USIS HAS NOT RECEIVE ANY VIDEO TAPES OR FILM PERTAINING TO EIPT EQUIPMENT. LOCALLY PROCURED TECHNICAL SEMINAR ON MARCH 31 FEATURED SEVERAL TYPES OF US EIPT EQUIP-

MENT. SEMINAR WAS WELL ATTENDED, (ABOUT 8 BUSINESSMEN) AND WE PLAN TO

STAGE ANOTHER ONE FOR ELECTRONICS INDUSTRY DURING FY76. SEPARATE REPORT FOLLOWS BY AIRGRAM. EIGHT T.O.'S FOR THIS PRODUCT CAMPAIGN SUBMITTED

SO FAR. WE EXPECT RECENT SEMINAR WILL GENERATE ADDITONAL TO'S.

2. ANNEX C - CONSUMER GOODS - FIVE OF THE SIX DEPARTMENT STORES WHICH HELD IN-STORE PROMOTIONS DURING FORTNIGHT HAVE SUBMITTED REPORTS. FINAL STORE REPORT EXPECTED SOON. ALL WRAPUP REPORTS ON FORTNIGHT HAVE BEEN SUBMITTED. 40 TO'S SUBMITTED TO DATE UNCLASSIFIED

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PAGE 02 HONG K 04310 160554Z

ON CONSUMER GOODS.

3. ANNEX D - FOOD PROCESSING & PACKAGING EQUIPMENT - FOUR TO'S SUBMITTED TO DATE. NO RESPONSE RECEIVED FOR PROPOSED BUYER'S MISSION TO NATIONAL EXPOSITION FOR FOOR PROCESSORS, ALTHOUGH IT QUITE POSSIBLE SMALL GROUPS OF HONGKONG BUSINESSMEN ATTENDED SHOW ON THEIR OWN.

4. ANNEX E - PRINTING AND GRAPHIC ARTS EQUIPMENT - 50 INDUSTRY CONTACTS MADE WITH CATALOG SHOW REGISTRANTS. HOWEVER, ONLY 3 TO'S HAVE RESULTED TO DATE.

5. ANNEX F - BUSINESS EQUIPMENT AND SYSTEMS - PREPARATIONS FOR MAY CATALOG SHOW UNDERWAY. 14 TO'S SUBMITTED.

6. ANNEX G - ELECTRONIC COMPONENTS - USIS HAS NOT RECEIVED ANY VIDEO TAPES OR FILMS ON ELECTRONIC COMPONENTS. SEMINAR CITED IN PARA 1 COVERED FULL RANGE OF ELECTRONICS INDUSTRY, INCLUDING COMPONENTS. THIRTEEN TO'S SUBMITTED TO DATE.

7. ANNEX H - NUCLEAR POWER - NO FURTHER DEVELOPMENTS TO REPORT.

8. ANNEX 8 - LANTAO ISLAND - UNTIL THERE IS LARGE SCALE INDUSTRIAL DEVELOPMENT ON THE ISLAND, HKG WILL NOT ENTER INTO A COMMITMENT FOR BUILDING A BRIDGE. WE HAVE ADVISED US SUPPLIERS TO CONTACT DIRECTLY THE TWO HK FIRMS WHICH ARE BUILDING RESORTS ON LANTAO (HKA-34).

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 15 APR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976HONGK04310
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760144-1134
From: HONG KONG
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760458/aaaabxmu.tel
Line Count: 88
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 280182
Review Action: RELEASED, APPROVED
Review Authority: oatisao
Review Comment: n/a
Review Content Flags:
Review Date: 30 JUN 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <30 JUN 2004 by SilvaL0>; APPROVED <08 SEP 2004 by oatisao>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: HONG KONG COUNTRY COMMERCIAL PROGRAM, 3RD QTR. PROGRESS REPORT
TAGS: BEXP, HK
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006